GOVERNMENT OF INDIA
MICRO,SMALL AND MEDIUM ENTERPRISES
LOK SABHA

UNSTARRED QUESTION NO:681
ANSWERED ON:26.11.2014
KVIC EXHIBITIONS OUTSIDE INDIA
Girri Shri Maheish

Will the Minister of MICRO,SMALL AND MEDIUM ENTERPRISES be pleased to state:

(a) whether the Khadi and Village Industries Commission (KVIC) participates in International Exhibitions/ trade fairs to promote Khadi based industries;

(b) if so, the details thereof during the last three years and the quantum of foreign exchange earned as a result thereof;

(c) the other overseas exhibitions/fairs in which KVIC proposes to participate in the coming year;

(d) the national, zonal and regional exhibitions organized/proposed to be organized by KVIC in the country during the above period along with the amount spent/likely to be spent for the purpose;

(e) whether the Government proposes to go online for promotion and sales of Khadi especially through the use of e-commerce portals; and

(f) if so, the details thereof and other steps taken by the Government to promote Khadi?

Answer

MINISTER OF STATE IN THE MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI GIRIRAJ SINGH)

(a)& (b): Yes Madam. Khadi and Village Industries Commission (KVIC) participates in the International Exhibitions/trade fairs to promote khadi and village industries products in international market. During the last three years, KVIC has participated in 14 such exhibitions /Trade Fairs organized by ITPO in various countries. The year-wise participation in International Exhibitions/trade fairs by KVIC is given below :

Year	No. of international exhibition/Trade fair participated
2011-12	5
2012-13	5
2013-14	4

The sale of KVI products in international exhibitions/trade fairs and the export of KVI products are done by KVI institutions/ units directly or through merchant exporters. However, the export of KVI products made during the last three years by KVI institutions/units are given below:

(Rs. in crore)

Year	Export of KVI products
2011-12	83.87
2012-13	112.53
2013-14	114.58

(c) During 2014-15, KVIC proposes to participate in the following overseas exhibitions/fairs: Spring Fair International

Birmingham, U.K. 1-5 February 2015
Muba Basel (Switzerland) 6-15 February 2015
Ambiente Frankfurt, Germany 13-17 February 2015

(d): The details of national, state and special exhibitions organized by KVIC upto 31 October 2014 and proposed for participation during 2014-15 is given below:

SrNo	Heads	Proposed for the year 2014-15 and achievements (upto 31 October 2014)

	Physical Target. (No.)	Financial Target (Rs.in lakh)	Physical achievement (No.)	Financial Achievement (Rs. in lakh)
1 National level Exhibition	6	240.00	-	-
2 State Level Exhibition	16	160.00	-	-
3 Special Exhi/ Khadi Fests	11	145.00	4	60.00
4 Participation in IITF	1	250.00	1	250.00
5 Participation in and International Exhibition Export Inventive/Export Orientation programme	5	80.00	-	-
6 Uttar Purva K.G. Darshan/ Special Exhibitions of N.E. Prod in other part of Country	1	10.00	-	-

(e) & (f): The Government has already launched 'Khadi Reform and Development Programme (KRDP)' which aims to revitalize the khadi sector with enhanced sustainability of khadi, increased incomes and employment for spinners and weavers, increased artisans' welfare and achieve synergy with village industries. Under KRDP, there is provision for setting up of a Marketing Organization (MO) through private participation for market development activities including e-commerce for growth of sale of KVI products. However many khadi institutions have tied up with private e-commerce portal for sale of their products.

KVIC implements a number of schemes for development, promotion & growth of khadi which include:

(i) Market Development Assistance (MDA) under which assistance is provided @ 20% of value of production of khadi and polyvastra to be shared among artisans, producing institutions and selling institutions in the ratio 25:30:45.

(ii) Scheme of Fund for Regeneration of Traditional Industries (SFURTI) under which assistance for replacement of obsolete equipments, setting up common facilities centres, product development, market promotion and other support are provided in clusters.

(iii) Scheme for Enhancing Productivity & Competitiveness of Khadi Industry and Artisans under which assistance for replacement of charka, product development, design intervention and packaging etc. is provided.

(iv) Interest Subsidy Eligibility Certification (ISEC) scheme for providing bank loans for khadi and polyvastra at subsidized rates of interest.

(v) Strengthening Infrastructure of existing Weak Khadi Institutions and Assistance for Marketing Infrastructure' envisaging renovation of khadi sales outlets and providing assistance for strengthening infrastructure of existing weak selected institutions.